

Message Text

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PAGE 01 STATE 126566
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FM SECSTATE WASHDC

TO AMEMBASSY BELGRADE

INFO AMCONSUL ZAGREB

AMCONSUL MILAN

UNCLAS STATE 126566

E.O. 11652: N/A

TAGS: BEXP, YO, IT

SUBJECT: FY 1980 PROMOTION EVENT SCHEDULE

1. FOLLOWING IS PLANNED FY 1980 COMMERCE PROMOTION EVENT SCHEDULE FOR YUGOSLAVIA AS OF THIS DATE FOR POST'S REVIEW AND COMMENT. SCHEDULE HAS BEEN DEVELOPED ON BASIS OF ANALYSIS OF MARKETING FACTORS INCLUDING PRIOR POST INPUT AND RECOMMENDATIONS AND IS CONFLICT-FREE INsofar AS WE ARE AWARE. POST IS REQUESTED TO UNDERTAKE REVIEW OF THIS SCHEDULE AND TO CABLE OBSERVATIONS TO REACH WASHINGTON BY MAY 31, 1978.

2. A. BI-AM, MACHINE TOOL EXHIBITION, ZAGREB, JUNE 1980,
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TO BE STAGED BY MILAN INTERNATIONAL MARKETING CENTER (MIMC).

-- B. SEMINAR TRADE MISSION, ENERGY SYSTEMS, (ELECTRIC POWER GENERATION) MAY 1980.

3. UNDERSTAND THAT POST DISCUSSING BI-AM EVENT WITH JOHN CONNOR, NATIONAL MACHINE TOOL BUILDERS ASSOCIATION,

WHO IS VISITING YUGOSLAVIA. PLEASE OBTAIN ALSO COMMENTS
FROM THREE APPROPRIATE AGENT/DISTRIBUTORS.

4. ALTHOUGH ENERGY SYSTEMS BELIEVED TO BE A THEME WITH
GREAT PROMISE FOR YUGOSLAVIA, NOW THAT IT HAS BEEN TENTA-
TIVELY PLANNED TO INCLUDE AN ENERGY SECTION IN THE
ZAGREB FALL FAIR, SEPT. 1979, THE VISIT OF THIS SEMINAR
TRADE MISSION TO YUGOSLAVIA MIGHT APPEAR TO BE REDUNDANT.
ON THE OTHER HAND, IT IS POSSIBLE THAT THIS TYPE OF
SATURATION IS WHAT IS REQUIRED TO CAPTURE THIS BUSINESS.
WOULD APPRECIATE POST'S COMMENTS. VANCE

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